

# Go 4 Grains

## kids' design challenge

Stage 3

2011

**4+** serves  
of grain-based  
foods a day



## Go 4 Grains Teacher Support Kit



Proudly supported by Grain Growers Limited, Go Grains Health & Nutrition Ltd, Technology in Primary Schools, Healthy Kids Association & Curriculum & Learning Innovation Centre, DEC

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## Go 4 Grains Kids' Design Challenge

The Kids' Design Challenge is the initiative of Technology in Primary Schools (TiPS) Inc. and the NSW Department of Education and Communities (DEC), promoting Technology learning as a critical part of students' experiences in NSW schools

The *Go 4 Grains Kids' Design Challenge* is a collaborative technology project involving the DEC, TiPS and industry partners **Go Grains Health & Nutrition** (Go Grains), **Grain Growers Limited (GrainGrowers)** and **Healthy Kids Association**. It provides a unique opportunity for students to participate in real-life tasks of personal and community relevance.

The *Go 4 Grains Kids' Design Challenge* encourages students to learn more about grains, including their origins and contribution to healthy eating, in the context of also exploring promotional design and advertising.

Grain Growers Limited (GrainGrowers) is an independent company, whose objective is to promote the development of Australian agriculture, fostering a sustainable, viable and efficient grains industry. GrainGrowers promotes the interests of all Australian grain producers including that of our 17,000 members. Key strategic priorities for GrainGrowers include delivering public good initiatives and providing information and services as well as training and development events on behalf of the industry. The *Go 4 Grains Kids' Design Challenge* provides the company with the opportunity to communicate to school-aged children about the Australian grains industry.

**Go Grains Health & Nutrition Ltd** is Australia's leading independent voice for grain foods and legumes in health and nutrition. One of their key roles is to provide scientifically based information about the role of grain foods in promoting good health and preventing disease. Go Grains' information is used by health professionals, teachers, food regulators, the food industry, the media and consumers throughout Australia.



**Healthy Kids Association** (Healthy Kids) is a not-for-profit, health promotion charity working to promote and influence healthy food choices for children at school and in the home. Healthy Kids is the primary source of advice and information on healthy food choices for 3,000 schools in NSW. The *Go 4 Grains Kids' Challenge* is a great opportunity for Healthy Kids to help strengthen and connect healthy eating messages developed at school, with the rest of the community.

## Key dates for Stage 3

10 June	Teacher workshop
16 June, 3:30 to 5:00pm	Video Conference
July	Challenge commences
Weeks 2-8, Term 3	<i>Ask-an-Expert</i> available <b>online</b>
5 September	Register for Go 4 Grains KDC Celebration Event
<b>19 September</b>	<b>Deadline for campaign submission</b> Note: please post by Wednesday 14 September if providing print materials
14 November	Celebration event at Hurlstone Agricultural High School

## Stage 3 student design brief

### Students are presented with the following scenario:

Healthy eating is important for children of all ages, particularly as growth and development is so rapid throughout childhood. Grains play an important part in a healthy diet. They are tasty, nutritious and easy to make into delicious meals and snacks.



Go 4 Grains need your help to let kids know how important it is to eat grain-based foods every day. Proposals are sought for a new advertising campaign to encourage young people to eat 4+ serves of grain-based foods per day.

### Advertising brief:

Your task is to design an advertising campaign, aimed at primary aged children, to promote at least 4+ serves of grain-based foods every day as part of a healthy diet.

The campaign should include **three** forms of promotional materials. A prototype of **one** piece of advertising will be produced.

The advertising campaign will present key health messages in a form that will appeal to primary students.

Please tender your proposals by 19 September 2011, to our agent, Kids' Design Challenge.

## What do students do?

Students work in teams to develop a whole class advertising campaign to promote the *4+ serves of grain-based foods a day* message. They will:

- Investigate:
  - grains and grain-based foods and why we need 4+ serves of grain-based foods per day
  - marketing and advertising campaigns.
- Design and produce a campaign including **three elements** in the form of advertising products.

**One of the elements** must be developed further in the form of a good quality prototype.

Examples of different methods of advertising products include: websites, posters, billboards, characters/mascots, radio/audio advertisements, merchandising, video/TV advertisements, stickers, flyers and online advertisements.

As with all Kids' Design Challenges, students have the opportunity of working with professional practitioners and will have their campaigns assessed by Challenge judges.

Students will submit their campaign to the judging panel and present the campaign 'pitch' to the Go 4 Grains client at the Go 4 Grains Kids' Design Challenge Celebration Event.



## Support for teachers

### Teacher support kit

A substantial set of support materials is provided, including:

- [timeline](#) of Challenge activities
- [step-by step unit of work](#) for Stage 3 classes
- activity templates
- Go Grains information materials and resources.

Further resources are available on:

- Go Grains website [www.gograins.com.au](http://www.gograins.com.au)
- Kids' Design Challenge website

### Kids' Design Challenge website

<http://www.kdc.nsw.edu.au>

The website contains a variety of background information, electronic materials and links to useful resources. It also includes the **Ask an Expert** facility and the **Showcase** where final design projects will be displayed.

**Ask an advertising executive or dietitian:** industry specialists will provide answers to questions posed by students throughout the designing and producing steps of the Challenge. Questions will be submitted via an e-mail format located on the web site. Answers will be sent by e-mail to the address nominated by each participating teacher.

Common questions may be added to the FAQ section for all to share.

## Hurlstone Agricultural High School visit

Hurlstone Agricultural High School is happy to host a class or school visit where students can experience a working farm. Contact the school direct.

## Helpful hints and essential information

### Working with industry experts

Go Grains and GrainGrowers will be providing industry support to the project. This may include access to expert visitors to schools, online advice and bakery visits.

A panel comprising teachers and food industry and advertising professionals will assess the submitted proposals and provide written feedback to students. Students will 'pitch' their campaign ideas to Challenge judges at the Celebration Event.

## Credibility of information

Go Grains Health & Nutrition is the leading independent nutrition advisor for grain-foods in human health. When preparing and exploring information for the Go 4 Grains Kids' Design Challenge, it is important to consider the accuracy, authenticity and origins of the information you are using. Bear in mind that anyone can publish anything on the internet.

If you are unsure of the credibility or accuracy of the information you are using, please feel free to post a question in the [Ask an Expert](#) section on the KDC website.

## Food allergies

Some Stage 3 activities may involve students sampling grain-based foods at school. It is important to identify any class members with food allergies or other dietary requirements, especially severe allergic reactions, gluten intolerance (Coeliac Disease) and juvenile diabetes.

Further detailed information and resources are available in [Appendix K: Anaphylaxis and food allergies](#).

Also see [https://www.det.nsw.edu.au/policies/student\\_serv/student\\_health/nutrition/PD20110420.shtml](https://www.det.nsw.edu.au/policies/student_serv/student_health/nutrition/PD20110420.shtml)

## Showcasing excellence

The Go 4 Grains Kids' Design Challenge will celebrate and showcase the outstanding achievements of students, via:

- the Celebration Event, where awards will be presented (Term 4)
- exhibition of successful solutions on the [Kids' Design Challenge](#) website.

## Permission to publish student work

Before materials can be published as part of the Go 4 Grains Kids' Design Challenge Showcase, informed consent **must** be provided by both students and their parent or caregiver.

The form [Permission to publish online](#) provides a model that can be adapted for use at your school. **Consent forms must be held by class teachers at the school.**

**NB:** At the time of submission the school Principal will certify that:

- students and caregivers have provided permission to publish samples of work and student images
- students and caregivers have provided permission for students to be photographed / videoed at the Celebration Event.

## Working with media files

- The following resources, located through TaLE\*, contain some useful information about working with media files and it may assist students in preparing their work for the *Go 4 Grains Kids' Design Challenge*:
  - ICT for Teaching and Learning
  - Sites2See: Digital media
  - Digital media (web site)
  - Laptop wrap: Manipulating digital images

\* Search for: *digital images*

- The following link provides information about using Microsoft Picture Manager – with specific information about creating a brochure. Again this may prove useful for students in preparing their work for the *Go 4 Grains Kids' Design Challenge*.

Available in Word [.doc] format: [Using Picture Manager](#) (Appendix L).

- See also: <http://digital-photography-school.com/>

## Submitting your entry

**Students are required to submit:**

1. The Campaign proposal cover sheet. The campaign proposal should provide an explanation of how **and why** the selected advertisements or promotional material were designed to promote the message.
2. The [Creative Brief document](#) reflecting the needs and preferences of the audience and key health messages, including justification for selection of the proposed advertisements and persuasive techniques.
3. The Promotional Strategy that responds to the Creative Brief - setting out how the advertisements were selected as the best way of communicating with the target audience. This is best presented in the form of a **brief Word** document or *PowerPoint* presentation that outlines the design process undertaken by the class, and explains the promotional strategy, including justification for selection of advertising form and techniques of persuasion.
4. Details of the three (3) advertising products that make up the campaign and bring to life the promotional strategy. The advertising products are required to:
  - respond to the needs of the target audience (children at your school)
  - have (visual) impact and use a range of persuasive techniques
  - promote the recommended 4+ daily serves of grain-based foods.
5. Prototype of one (1) selected advertisement, including explanation of the production techniques chosen, and how the advertisement persuades the audience to eat **4+ serves of grain-based foods a day** of grain-based foods.

[Selected student campaigns](#) from previous Challenges are published on the KDC website, [www.kdc.nsw.edu.au](http://www.kdc.nsw.edu.au).

**Presentations should be no larger than 1 Mb in total file size**, for ease of presentation on the KDC website.

**Presentations should feature images and drawings produced by the class.**

Suggested structure for the electronic presentation (maximum 10-12 pages/slides):

1. What did we investigate?
2. *About Grains*: what we discovered about grains, grain-based foods and what other students knew.
3. *About advertising*: what did we find out? - our recommendations for the campaign
4. The *Creative Brief*: defining the campaign requirements and criteria for success
5. The promotional strategy:

*Our design ideas*

- what persuasive techniques were chosen and why
- what design features link each element in the campaign, e.g. colour, slogan, 'look & feel'
- *How did we make the advertising products?*
- images
- brief explanation

*Evaluating our campaign*

- how does it meet the design criteria?
6. What did we learn?

Entries should be submitted to the Kids' Design Challenge Submission website by **19 September, 2011.**

[http://www.clic.nsw.edu.au/kdc/Go4Grains\\_submission.aspx](http://www.clic.nsw.edu.au/kdc/Go4Grains_submission.aspx)

**If you need assistance, contact**

KDC Coordinator, Catherine Nielsen  
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Locked Bag 2006, Strathfield NSW 2135  
Phone 02 9715 8358

Submit entries to the Kids' Design Challenge Submissions website



## The campaign pitch

- A team of **eight** students from each class may attend to pitch their campaign (**max 3 minutes**) to a panel of judges at the KDC Celebration Event.
- In the campaign pitch students are trying to convince the client that their campaign is the most effective for the job. The pitch should:
  - provide a very brief overview of the school context and target audience
  - be appropriate to the purpose and audience
  - identify three elements chosen and discuss reason/s for choice of prototype
  - present the benefits of the chosen promotional strategy and advertising techniques.

The pitch must explain to the judges the reasons behind design choices and indicate the students' understanding of the promotional strategy they have developed.

## Judging

A panel comprising teachers, grains food industry and advertising professionals, will assess the advertising campaigns and provide written feedback to students.

## Rewarding excellence

The judging panel of industry and educational experts will make preliminary assessment of all entries prior to the *Go 4 Grains Kids' Design Challenge* Celebration Event.

At the Celebration Event, judges will determine the Promotional Pitch awards. The Promotion Strategy awards will take into consideration **both** the preliminary assessment of the campaign strategy **and** the campaign pitch.

### Promotional Pitch

- *Go Grains Pitch with Impact Award*  
Commendation for a creative pitch that captures the key features of their *4+ serves of grain-based foods a day* promotional strategy.
- *Creative Visuals Award*  
Commendation for use of highly creative visuals during their pitch (examples may include table display, posters and outfits).

### Promotional Strategy /overall advertising campaign

- *GrainGrowers Best Overall Achievement Award - Stage 3*  
Commendation for the most outstanding *4+ serves of grain-based foods a day* promotional strategy that is well pitched and will appeal to the target audience.
- *Healthy Kids Association Encouragement Award*  
Commendation for an outstanding *4+ serves of grain-based foods a day* promotional strategy that is of a very high calibre and deserves recognition.

Schools may choose to print participation certificates for each student. A template to assist this process will be made available to schools who register for the Challenge.

## Go 4 Grains Kids' Design Challenge Event

The *Go 4 Grains Kids' Design Challenge* will culminate in a sharing event to celebrate the achievements of participating classes. **Eight** representatives from each class may attend.

**Date:** Monday 14 November, 2011

**Venue:** Hurlstone Agricultural High School

By 5 September, teams will need to register to participate in the Celebration Event. A detailed package of information will be provided to all registered classes, outlining procedures for the day.